

cold roll forming materials and it does not describe anywhere therein the thickness of the material which may be formed. At one point, in column 7 at line 35-38, the reference indicates that a thin gauge metal may be used for roofing or wall platting while heavier gauges may be used for pilings or shuttering in earth works. In looking into this issue, it appears that in the industry cold roll forming of steel has limitations of thick material thicknesses from .010" to .080". See the attached information concerning custom roll forming from the Moheco Products Co. website at www.moheco.com. This website categorizes metals from light .010" to heavy gauges as being up to .080". A thickness of .080" is 2mm which is well below the 3mm lower limit of the thickness described within claim 1 of the present invention. Accordingly, the thicknesses of the material described and utilized for the present invention are outside of the thicknesses that are commonly used for cold roll forming of galvanized steel. It would therefore not be obvious to utilize the invention of the Goleby reference for materials having a thickness in the range described in claim 1. While Goleby teaches a number of similar shapes to that of the present invention, the Goleby reference is not directed to the exact type of product or the thicknesses of the product of claim 1 nor the application of the product described within claim 18.

The Examiner's reference, in respect to claim 18, to the Goleby text at column 6 line 36-40 does not appear to be a reference for utilizing the Goleby structure as a support for pole reinforcing. Instead, this commentary in the Goleby reference describes using the composite structure in an upright manner as a structural barrier such as a wall for building, mining, piling, shuttering for earthworks or the like. This description does not include utilization as a pole reinforcing material nor does it include a description of the structural requirements for a pole reinforcing structure which is specifically disclosed in claim 18.

In view of the foregoing, the Goleby reference would not normally be considered by those skilled in the art to make obvious the present invention. Those skilled in the cold roll forming arts would not anticipate that they could roll form galvanized steel having a thickness of 3mm to 12mm into the shapes described in the present invention as that is not a conventional size for cold roll forming and the Goleby reference is specifically directed to cold roll forming processes. Accordingly, applicant respectfully submits that the inclusion of the specific thicknesses of the materials and sizes of the materials for forming an inadequate pole reinforcing structure are not

disclosed nor obvious from the teachings of the Goleby reference. Reconsideration and allowance of the claims is therefore respectfully requested.

If in the Examiner's opinion the prosecution of this application can be advanced by a telephone call to the undersigned counsel of record for applicant. The Examiner is requested to call the applicant counsel at his earliest convenience.

The Commissioner is hereby authorized to charge any additional fees which may be required to Deposit Account No. 07-1853 during the pendency of prosecution of this application. A duplicate of this paper is enclosed for the Deposit Account, should it be needed.

Respectfully submitted,



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